

ECD What Makes You an Entrepreneur? Contest Rules

AMENDMENT: The contest period has been extended to 12/15/09. Entry must be submitted no later than 11:59 PM Central Time on 12/15/09. The winner will receive a \$500 cash award plus a professional services marketing package valued at \$2,000.

Clarification: Entrants may contract with videographers or related businesses for the production of a professionally produced video, as long as the video meets all other program rules and regulations.

THE TENNESSEE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT'S "WHAT MAKES YOU AN ENTREPRENEUR?" CONTEST IS OFFERED ONLY IN THE STATE OF TENNESSEE BY THE TENNESSEE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT ("ECD") TO PROMOTE ECD'S ONGOING COMMITMENT TO SUPPORTING ENTREPRENEURSHIP DEVELOPMENT. CONTEST BEGINS 9/1/09 AND ENDS 11/08/09 ("CONTEST PERIOD").

Contest is open to legal residents of the State of Tennessee, who are currently age 18 yrs or older. Contest is void where prohibited.

ECD employees who determine the winning entries, and any member of such employee's immediate family, are not eligible to enter.

Entry in the Contest is available only at www.tnecd.gov/TNOpenforBusiness. Entrants must submit an original video no more than five minutes in length describing the business using exterior, interior of business and highlight products, services or marketing strategies which make the business and entrepreneur successful. The video should ultimately answer the question "What makes you an Entrepreneur?" The video may not contain any work (in whole or in part) which is the subject of a copyright or infringes the intellectual property rights of any third party. Video must be the original work of the entrant.

To enter, access the web site during the Contest Period, complete the official entry form as directed and submit it and the video as directed. Entry must be submitted no later than 11:59 PM Central Time on 11/08/09. Limit of one entry per person. Entries become the sole property of the Tennessee Department of Economic and Community Development (ECD) and will be neither acknowledged nor returned.

At least one finalist will be chosen via the stated judging criteria for each of the five business categories of 1) main street/downtown; 2) home-based; 3) agri-business; 4) arts and entertainment and 5) innovation. A state-wide winner will be selected from the list of finalists. The state-wide winner will be announced during Global Entrepreneurship Week, November 16-20, 2009. Each finalist will receive a BERO small business award and possibly other prizes. The state-wide winner will receive a BERO small business award, a professional services marketing package (valued no more than \$2,000) and possibly a \$500 cash grant, subject to the availability of funds.

Qualified individuals will judge video entries on the basis of concept/idea (30%); effectiveness of the message (40%); and creativity (30%). Accepted entries will be posted to the contest web site and winners will be posted on the Web site and the YouTube profile. In the event of a tie, the tied videos will be re-judged by qualified individuals on the basis of creativity (50%) and expression of the ideas discussed in the video (50%).

Prizes may not be transferred. ECD reserves the right to make a substitution, in whole or in part, for a prize of comparable or greater value. Winners are responsible for all taxes on a prize and any expenses not specified relating to the acceptance and use of a prize.

The finalists and state-wide winner will be notified by a traceable form of delivery and e-mail or telephone. Each winner will be required to provide within a specified time period evidence satisfactory to ECD of a completed and signed Affidavit of Eligibility and Liability Release and a Publicity Release and, as determined by ECD, an assignment or license to ECD of all rights of ownership and copyright to the submitted video and a consent for ECD to use the video, in whole or in part and as edited by ECD in its discretion, in all media for educational and other uses without additional compensation or prior review. In addition, a separate Talent Release Form (downloaded from the contest web site) signed by each individual appearing in the video will be required to be submitted. Failure to return the required documents in a timely way, or the return of any notification as undeliverable, will cause the entry to be void and an alternate finalist to be selected.

By participating, entrants agree to: (a) abide by these official rules and to the decisions of the judges and ECD and its agents in all matters, including the voting process, relating to the contest, which decisions shall be final in all respects; (b) release, indemnify and hold harmless ECD and our contest partners/sponsors from any and all claims, liabilities, losses or damages of any kind whatsoever, including but not limited to the infringement of intellectual property rights of others, resulting in whole or in part from their participation in the contest and the acceptance and use of the prize; (c) if a winner, consent to the use of their name, likeness and location for advertising and publicity purposes by ECD, in its sole discretion, for promotion of entrepreneurship; and (d) represent that the video submitted is their sole and original work and does not infringe on the intellectual property right of any other party. Participants agree that ECD and its agents are not responsible for late, lost or misdirected entries or mail, or for error, omission, interruption, deletion, defect, delay in transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure of ECD and its agents to receive entries for any reason whatsoever. In the event ECD determines that the integrity of the Contest has been impaired or corrupted for any reason and as a result cannot be offered or completed as planned, ECD reserves the right in its sole discretion to cancel or terminate the contest and to select winners from among eligible entrants legitimately received prior to the event causing cancellation or termination; and notice of cancellation will be posted at www.tnecd.gov/tnopenforbusiness. The Contest shall be governed by and interpreted under the laws of the State of Tennessee.